

Mayor and Council Goals

Vibrant Town Center

Achieving the Vision: The Mayor and Council's most important policy initiative is to redevelop the Town Center as the focal point and gathering place for the community.

Adopted in October 2001 after an extensive public participation process, the Town Center Master Plan calls for an active, mixed-use development through a combination of retail, restaurant, entertainment, office, civic and residential uses. A pedestrian environment will be created with wider sidewalks, attractive streetscape design and improved access to Metro. As the heart of the community, the Town Center will embody Rockville's distinctive identity and will be a place for community events and the celebration of Rockville's history.

Funding: The Mayor and Council and City staff have been working actively to implement this vision for our Town Center.

Negotiations are in progress for a General Development Agreement that will be completed later this spring. Town Center design guidelines are drafted and the preliminary design concept for the Rockville Regional Library was presented to the public in February. The City of Rockville received \$2.9 million during the FY 2003 Federal Appropriations Process, some of which will go directly toward the City's financial obligations for infrastructure in Town Center. Last December the Mayor and Council, the Montgomery County Executive and Federal Realty Investment Trust entered into a Letter of Intent whereby the Executive pledged \$12 million of County financial assistance over the next four years toward Town Center redevelopment. Our long-range fiscal analysis shows that Montgomery County will recoup its \$12 million investment through additional property and income taxes by the year 2008.

A bond bill for the extension of Maryland Avenue was submitted to the State of Maryland earlier this year. Although the State's current financial situation is bleak, the City anticipates State funding in the amount of \$12 million to be available over the four-year period from FY 2005 through FY 2008. It is projected that the State of Maryland will recoup its investment in the form of additional income and sales tax revenue from the Town Center project by the year 2008.

The FY 2004-2009 CIP includes \$4.925 million of City funds for Town Center redevelopment. An additional \$675,000 is budgeted in FY 2003, bringing the City's total commitment to \$5.6 million. Although Rockville's investment in Town Center will be substantial, staff will continue to work with the Mayor and Council as we aggressively pursue County, State and federal financial assistance. The City expects to recoup its \$5.6 million investment by 2012 based on projections for additional property and income taxes.

In addition to focusing on the part of the Town Center bounded by Beall Avenue, Hungerford Drive, Middle Lane and North Washington Street, \$220,000 has been included in the CIP to initiate in-depth planning on the redevelopment of the North Stonestreet Avenue area. This area has been identified in the East Rockville and Lincoln Park neighborhood plans as ripe for redevelopment. The planning effort to be initiated in FY 2004 will build upon the vision articulated in those plans.

Parking: The City of Rockville will issue approximately \$46.7 million in revenue bonds from FY 2004-2009 to finance a parking district, which will construct more than 1,700 parking spaces in three public garages and through on-street spaces in Town Center. Montgomery County, the State of Maryland and Town Center property owners also will participate in the City's parking district. Revenue from the City's on-street parking meters, the parking district tax, and parking fees from users of the new garages will provide the funds to pay off revenue bond indebtedness.

Better Mobility

To improve mobility within Rockville, the Mayor and Council envision a more pedestrian friendly, transit-oriented community. The Mayor and Council's action items to improve Pedestrian Safety and Neighborhood Traffic conditions are well funded in the City's CIP.

To support the pedestrian safety action plan, a new CIP project was added in the amount of \$395,000 in FY 2004; costs will total \$1.070 million from FY 2004 - 2009. Neighborhood traffic control is funded at \$150,000 in FY 2004; costs will total \$1.075 million from FY 2004-2009. Three additional red light cameras are funded with \$30,000 to increase automated enforcement at key intersections throughout the City. State funding is being sought for a pilot neighborhood shuttle service. One of only six supplemental items funded in the proposed General Fund budget is \$53,859 for transportation contract staff/consultants to work on neighborhood traffic requests. The Falls Grove transportation demand management facility will be fully operational in FY 2004.

Other progress on this goal includes the Adequate Public Facilities Ordinance, which is under development and should be ready for public hearing in early FY 2004. The CIP also includes \$3.9 million to construct a pedestrian/bike bridge over I-270 in FY 2004, of which \$3.1 million is funded by the federal government through a TEA-21 grant. This project provides a critical link for residents between western and central Rockville. The next section of the Millennium Trail, between Veirs Mill Road and W. Edmonston Drive, is scheduled for construction in FY 2004 at a projected cost of \$401,681, of which \$264,808 is funded from a federal TEA-21 grant.



In November, the City installed and began using this red light camera and sign at the intersection of Gude Drive at Research Boulevard, supporting the Mayor and Council's goal of better mobility.



Above is the focal point of the new Town Center. Near the top of the view (just south of Beall Avenue) is the site of the new Rockville Regional Library. Town Square will be just south of the library entrance. Retail businesses will fill the remainder of what is now the Middle Lane parking lot.

Superior City Services

To maintain the premium level of services for our residents, the City must continue to recruit and retain a high quality work force, use creative and collaborative problem-solving techniques, and utilize technology as a tool to make City services more accessible to the public.

Highlights of the e-government initiative slated for FY 2004 include providing inspectors with laptop computers and mobile access to Permit Plan software to increase productivity. In FY 2004 staff will implement online utility payments and begin a two-year project to upgrade and/or replace the City's financial system. Staff will evaluate the results of the FY 2003 Police Services study and make recommendations to the Mayor and Council during FY 2004.

To address City facility needs over the next 10 years, a new, separate Police Station is partially funded with \$2.172 million in FY 2009. Additional funds to complete the facility will be programmed in FY 2010. Also, \$3,300 has been included to cover an expected rent increase at 32 Courthouse Square, the off site location of our Department of Neighborhood and Community Services, and funds are included in the CIP for long-term facility improvements at the Gude Drive Maintenance Center. To continue to preserve the excellent City streets Rockville residents expect, the FY 2004 CIP includes \$892,000 for asphalt pavement maintenance and \$750,000 for concrete improvements, such as repairing and replacing curbs, gutters and sidewalks.

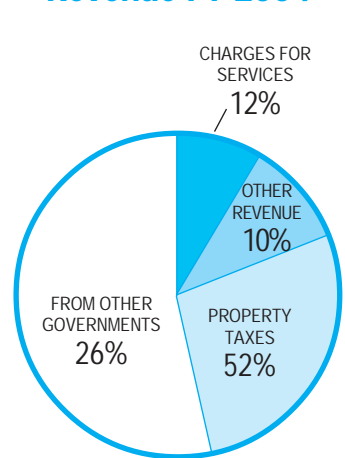


provements at the Gude Drive Maintenance Center. To continue to preserve the excellent City streets Rockville residents expect, the FY 2004 CIP includes \$892,000 for asphalt pavement maintenance and \$750,000 for concrete improvements, such as repairing and replacing curbs, gutters and sidewalks.



This winter was an excellent example of how Rockville's snow removal services are superior. While other area roads were not passable, Rockville crews worked 24 hours a day to ensure that City streets were clear.

Revenue FY 2004



Misc. Revenue includes: Licenses, permits, and fees 4%, Fines and Forfeitures 1%, Use of Money and Property less than 1%, and Other Revenue 4%.

Tax-Supported Debt

- Debt outstanding as of June 30, 2002: \$28.7 million
- Estimated debt issuance during FY 2003: \$15.6 million
- Estimated debt issuance during FY 2004: \$17.6 million

Fund Balance Information

- At the end of FY 2004, the unreserved fund balance in the General Fund is estimated to be \$7.3 million (or 16.3 percent of General Fund revenue.)
- The purpose of the General Fund unreserved balance is to alleviate any unanticipated budget shortfalls and to ensure the orderly provision of services to residents.

Strengthened Neighborhoods

Strengthening Rockville's neighborhoods means preserving the character of our community and ensuring compatible infill development. Neighborhood Plans for Rockville Pike, Twinbrook and the West End will begin in FY 2004. Community Planning and Development Services will implement text amendments and/or zoning changes to protect the City's residential neighborhoods from non-residential uses and continue to monitor the Moore Drive redevelopment project. Implementation of minor code enforcement changes—as well as enforcement improvements—also are underway.

A \$200,000 City contribution for the Community Gym program for College Gardens Elementary School is included in FY 2008 and will coincide with the modernization of that school. Funding for Latino Outreach to deliver English for Speakers of Other Languages (ESOL) classes for Rockville residents is included in the amount of \$25,000. Proposed City funding to outside agencies is \$357,725, which represents a 6.4 percent or \$21,517 increase over FY 2003.



Art in Public Places, like this newly installed sculpture, "ColorPlay" in Falls Grove help to strengthen neighborhoods by preserving character.

The City's policy is to ensure that this balance is at least equal to 15 percent of revenue.

- The other 11 funds of the City are estimated to have an accumulated unreserved fund balance (or, in the case of the enterprise funds, retained earnings) of \$31.7 million. The bulk of this amount consists of the value of buildings and equipment for the enterprise funds.

Real Property Reassessments

No change is proposed to the property tax rate for FY 2004.

In Maryland, properties are reassessed every three years, with all properties assigned to one of the three reassessment groups. A significant number of Rockville

properties were reassessed for FY 2004 and therefore many homeowners and businesses will see an increase in the amount of municipal taxes paid. Any increases to the assessed value are phased in over a three-year period and homeowners are further protected by a cap that limits the increase in any one year to 10 percent of the current assessed value.

The assessed value of all Rockville real property is estimated to be nearly \$6.7 billion by the end of FY 2004, an increase of 12.78 percent from the revised estimate for FY 2003. The City estimates that an increase of 5 percent is attributable to reassessments and the remainder is the result of the addition of new residential and commercial properties.

Rockville: Community Identity and Pride

Rockville's active and engaged citizens will have a chance to voice their opinions on an important governance issue this fiscal year. The November election will include an advisory referendum on the length of Mayor and Councilmember terms.

The Charter Review Commission recommended lengthening the terms from two to four years and citizens will have the opportunity to express their opinion on this charter change in November. With the Mayor and Council elections also in November, funding in the amount of \$7,251 is included for additional cable television programming for up to three candidate debates as well as other special programming.

Two Neighborhood Conferences are again proposed to continue to strengthen the relationship between the City and civic associations – as well as connecting civic associations with each other.



The City's Bicycle and Pedestrian Safety Education Program is just one example of how the Mayor and Council is enhancing community identity and pride.

Comparison of Costs FY 2003 to FY 2004

ROCKVILLE PROPERTY TAX RATE: UNCHANGED FY 2003 = \$.322 FY 2004 = \$.322	ROCKVILLE SEWER RATE: \$.12 increase ROCKVILLE FY 2003 = \$3.38/1,000 gallons ROCKVILLE FY 2004 = \$3.50/1,000 gallons WSSC FY 2004 = \$3.79/1,000 gallons
ROCKVILLE WATER RATE: \$.07 increase ROCKVILLE FY 2003 = \$1.92/1,000 gallons ROCKVILLE FY 2004 = \$1.99/1,000 gallons WSSC FY 2004 = \$3.05/1,000 gallons	ROCKVILLE REFUSE: \$1.50/month increase ROCKVILLE FY 2003 = \$350/year* ROCKVILLE FY 2004 = \$359/year* Mont. Co. Non-Collection District FY 2004 = \$374/year* Mont. Co. Collection District FY 2004 = \$306/year*

*Montgomery County, Non-Collection District includes twice per week collection, no leaf vacuuming, no special pick-ups. Rockville includes twice per week collection, leaf vacuuming, and unlimited special pick-ups. Montgomery County, Collection District includes once per week collection, leaf vacuuming, and limited special pick-ups.